

MOTION BY SUPERVISOR MARK RIDLEY-THOMAS

February 9, 2016

Los Angeles County Support for the Los Angeles Marathon and U.S. Olympic Team Trials

On February 13th, 2016, Los Angeles County (County) will be home to the U.S Olympic Team Trials Marathon for the 2016 Summer Olympics in Rio de Janeiro. The next day, on February 14th, the County will celebrate the annual Skechers Performance Los Angeles Marathon which will attract runners from all 50 states and more than 55 countries.

With the U.S. Olympic Trials Marathon and the Los Angeles Marathon converging together for the first time, County residents and employees have an opportunity to experience a truly unique, weekend-long celebration of running, healthy lifestyles, and goal-setting throughout the County. The Los Angeles Marathon was first inspired by the 1984 Summer Olympic Games in Los Angeles and to date, has seen over 503,400 official marathon finishers. Aside from its economic impact to the region, the Los Angeles Marathon has connected athletes from all across the United States and the world, thus broadening the County's exposure to international audiences. With a challenging course crossing many vibrant and unique neighborhoods, runners will have the opportunity to experience the diverse communities of the County.

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MOTION

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I THEREFORE MOVE THAT THE BOARD OF SUPERVISORS:

- 1) Authorize the Chief Executive Office's Countywide Communications Division to coordinate support for and the promotion of the Los Angeles Marathon and the Olympic Trials Marathon through the following marketing efforts: Countywide email blasts to Los Angeles County (County) employees with volunteer/spectator opportunities, notifications and promotional features on lacounty.gov, social media outreach, promotional graphics, signage and banners for County facilities along routes of both courses, and video coverage on the County Channel's weekly news segment;
- 2) Designate and waive parking fees at the County-owned lot adjacent to Bob Hope Patriotic Hall on Flower Street for County employees participating in the Olympic Trials on February 13, 2016 as spectators in Team LA County's Feet on the Street cheering zone on Figueroa Street between 17th Street and 18th Street; and
- 3) Waive parking fees at Lot 18 of the Hall of Administration for County employees participating in the Los Angeles Marathon as spectators on Sunday, February 14th, 2016 within the Civic Center portion of the race course.

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(RT)